

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1-16. (Canceled)

17-18. (Canceled)

19. (Currently amended) The display system of claim [[17]] 34, wherein the instant messaging content further comprises:

a personal ID associated with a user of the IM application.

20-24. (Canceled)

25. (Previously presented) The display system of claim [[17]] 30, wherein the television program is provided to the display system by a VDSL service

26. (Previously presented) The display system of claim [[17]] 30, wherein the television program is provided to the display system by a satellite television service.

27. (Previously presented) The display system of claim [[17]] 30, wherein the television program is provided to the display system by a cable television service.

28-29. (Canceled)

30. (New) A communications network having a plurality of interconnected instant messaging (IM) users, comprising:

a user interface associated with each user, including a display device and plural display windows at the display device, the plural windows for simultaneously displaying multiple content, wherein a first display window is for displaying a broadcast television program for that user, wherein a second display window is for displaying IM content including IM

messages created by the IM users, and wherein at least some of the IM content includes a program ID identifying the television program being displayed to users creating the IM messages;

an IM server operated by an IM service provider for receiving, displaying and sending IM messages among the users, the IM server also managing personal profile data entered by the users;

a survey database connected to the IM server for receiving and storing data relating to the displayed IM messages; and

a survey server separate from the IM server for receiving from the survey database data relating to IM messages displayed at the user interface, for aggregating IM content, including program IDs and keywords present in the displayed IM messages, and personal profile data of the users associated with the displayed IM messages, and for generating reports so that video programming activity by multiple users may be tracked at the survey server.

31. (New) The communications network of claim 30, wherein the user interface further comprises a set top box for providing video signals to the display device.

32. (New) The communications network of claim 30, wherein the display device comprises a television.

33. (New) The communications network of claim 30, wherein the IM content further comprises a text message.

34. (New) The communications network of claim 30, wherein the users are each using an IM application, and wherein the network further comprises:

a set top box for each of the users and for executing the IM application, wherein the set top box receives the broadcast television program and the program ID identifying the television program, wherein the IM application captures the program ID at the set top box so that the program ID identifying the broadcast television program being viewed by each user changes when the television program being viewed by that user changes.

35. (New) The communications network of claim 30, wherein the display device further includes a set up screen used by each of the users to set up an instant messaging session, and wherein the program ID is entered by the user at the set up screen.

36. (New) The communications network of claim 30, wherein the personal profile data of the users is entered at a profile screen, so that the programming activity being tracked can be associated with demographic information of users collected from the personal profile data.